

AMENDMENTS TO THE CLAIMS:

Please amend Claims 1 – 19 as follows:

1. (Original) A broadcast television programme reminder system for prospective viewers each having, or having access to, a mobile phone, said system comprising a computer connected to a publicly accessible telephone service and adapted to receive SMS messages from said mobile phones, each of said messages requesting a reminder regarding a television programme to be broadcast at a future time, said computer including first storage means into which at least a portion of each said message is stored, and said computer further including a message originating means connected with said first storage means and adapted to send a reply SMS message to the corresponding mobile phone a predetermined time in advance of the future broadcast start time of said television programme for which a reminder had been requested.

2. (Currently Amended) The system ~~as claimed in~~ according to claim 1 wherein said stored portion of said message comprises the telephone number of the originating mobile phone and a G-code or other unique numeric or alpha-numeric code which identifies the television programme for which a reminder was requested.

3. (Currently Amended) The system ~~as claimed in~~ according to claim 2 wherein the G-code or other numeric or alpha-numeric codes are accessible to the prospective viewers from billboards, magazines, electronic media or television.

4. (Currently Amended) The system ~~as claimed in~~ according to claim 2 or 3 wherein said SMS message includes demographic data regarding the sender of said message and said computer includes a second storage means into which said demographic data is stored.

5. (Currently Amended) The system ~~as claimed in~~ according to claim 4 wherein said computer is adapted to analyse the data stored in said second storage means.

6. (Currently Amended) The system ~~as claimed in any one of claims 1 to 5~~ according to claim 1 wherein the operator of said publicly accessible telephone service charges said prospective viewer for sending said SMS message from said mobile phone and remits a portion of said charge to the operator of said computer.

7. (Currently Amended) The system ~~as claimed in~~ according to claim 6 wherein said telephone service operator does not charge said computer operator for said reply SMS message.

8. (Currently Amended) The system ~~as defined in paragraph 6 or 7~~ according to claim 6 wherein said telephone service operator charges said prospective viewer for said reply SMS message.

9. (Currently Amended) The system ~~as claimed in any one of claims 1 to 7~~ according to claim 1 wherein said reply SMS message includes an advertising component.

10. (Currently Amended) The system ~~as claimed in~~ according to claim 9 wherein said advertising component relates to a sponsor of said television show for which a reminder had been requested.

11. (Currently Amended) The system ~~as claimed in~~ according to claims 9 or 10 wherein said advertising component relates to a published television programme guide.

12. (Currently Amended) The system ~~as claimed in any one of the preceding claims~~ according to claim 1 wherein television programs is regularly

broadcast and the reply SMS message is sent at the predetermined time in advance of each broadcast of the program.

13. (Currently Amended) ~~The system as claimed in any one of the preceding claims~~ according to claim 1 wherein the prospective viewers register with the system by providing predetermined personal details, the predetermined personal details being stored in the first and second storage means.

14. (Currently Amended) ~~The system as claimed in~~ according to claim 13 wherein the predetermined personal data is accessible to the computer operator for compiling test audience data including predetermined prospective viewers for use as part of a test audience for a proposed television program.

15. (Currently Amended) ~~A modification to the~~ The system as claimed in any one of claims 1 to 14 according to claim 1 wherein said prospective viewer uses a fixed phone line, telephones a 1900 prefix number rather than sending an SMS message and receives a recorded message via said fixed phone line instead of said reply SMS message.

16. (Cancelled)

17. (Original) A method of providing requested reminders to prospective viewers of a broadcast television programme each having, or having access to, a mobile phone, said system comprising the steps of:

providing a computer connected to a publicly accessible telephone service, adapting said computer to receive SMS messages from said mobile phones, each of said messages requesting a reminder regarding a television programme to be broadcast at a future time,

providing said computer with first storage means and storing therein or at least a portion of each said received message,

providing said computer with a message originating means connected with said first storage means, and sending a reply SMS message via said message originating means to said mobile phones a predetermined time in advance of the future time of said television programme for which a reminder had been requested.

18. (Currently Amended) ~~A modification to the~~ The method ~~claimed in~~ according to claim 17 wherein said prospective viewer uses a fixed phone line, telephones a 1900 prefix number rather than sending an SMS message and receives a recorded message via said fixed phone line instead of said reply SMS message.

19. (Cancelled)